



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

**Contract #** 185931  
**Schedule Dates** 10/15/12-10/21/12  
**Advertiser** Kaine for Senate 2012 (15809)  
**Agency** Media Strategies & Research (1419)  
**Product** Political-Political (1088)  
**Brand** Kaine for Senate 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** BEALE, RACHAEL  
**Phone/Fax** /  
**CPE** Kaine/US ENATE RACE 2012/EST11102  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** Kaine for Senate 2012 - 10/15-10/21/12

**Date Entered** 05/09/12  
**Last Modified** 05/10/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$15,472.50  
**Net Total** \$87,677.50  
**Sales Tax**

**WJLA Arlington (WJLA)**

By Broadcast Month	Spots	Rate
Oct. 2012	56	\$103,150.00
<b>Grand Total:</b>	<b>56</b>	<b>\$103,150.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A						1			1	\$250.00	\$250.00	WJLA Arlington (WJLA)		5/9/12
2.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	5:58A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		5/9/12
3.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		5/9/12
4.0	Normal Line / SPOT	10/20/12-10/20/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT						1			1	\$250.00	\$250.00	WJLA Arlington (WJLA)		5/9/12
5.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	9A- LIVE!				1					1	\$350.00	\$350.00	WJLA Arlington (WJLA)		5/9/12
6.0	Normal Line / SPOT	10/16/12-10/19/12	4	:30	10:58A- ABC--THE VIEW			1			1			2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		5/9/12
7.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	11:58A- NEWS-ABC 7 NEWS @ NOON		1		1					2	\$400.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
8.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	44923- ANDERSON COOPER SHOW			1		1				2	\$400.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
9.0	Normal Line / SPOT	10/15/12-10/19/12	4	:30	53001- ABC-KATIE COURIC		1	1	1	1	1			5	\$800.00	\$4,000.00	WJLA Arlington (WJLA)		5/9/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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10.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
11.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		5/9/12
12.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6:57P- 7P (EST)		1		1	1				3	\$5,000.00	\$15,000.00	WJLA Arlington (WJLA)		5/9/12
13.0	Normal Line / SPOT	10/16/12-10/18/12	3	:30	6:58P- WHEEL OF FORTUNE			1		1				2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		5/9/12
14.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	7:27P- JEOPARDY		1		1	1				3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		5/9/12
15.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	50048- ABC-DANCING WITH THE STARS		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		5/9/12
16.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	48508- ABC-GREY'S ANATOMY					1				1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		5/9/12
17.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,500.00	\$12,500.00	WJLA Arlington (WJLA)		5/9/12
18.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	49886- ABC-ABC NIGHTLINE			1		1				2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12
19.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		5/9/12

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20.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
21.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		5/9/12
22.0	Normal Line / SPOT	10/20/12-10/20/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		5/9/12
23.0	Normal Line / SPOT	10/21/12-10/21/12	4	:30	48985- ABC-ONCE UPON A TIME								1	1	\$6,500.00	\$6,500.00	WJLA Arlington (WJLA)		5/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Kaine for Senate 2012

**Market:** Washington, DC

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID

11102

**Contact:** Susan Petro/Barbara Monares

**Email:** bmonares@wjla.com

**Phone:** 703-236-9552

**Fax:** 703-236-2341

**Direct:** 703-236-9212

## WJLA-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
WJLA 5a News 5:00 AM 6:00 AM	EM	M-F	30	\$250.00 \$250.00					✓			1
WJLA 6a News 6:00 AM 7:00 AM	EM	M-F	30	\$900.00 \$4,500.00	1	1	1	1	1	✓		5
90% PE at LUR Per WJLA, Move to P3												
Good Morn America 7:00 AM 9:00 AM	EM	M-F	30	\$1,000.00 \$5,000.00	1	1	1	1	1	✓		5
90% PE at LUR Per WJLA, Move to P3												
Good Morning Sat 7:00 AM 8:00 AM	EM	Sa	30	\$250.00 \$250.00						1	✓	1
Live with Kelly 9:00 AM 10:00 AM	DT	M-F	30	\$350.00 \$350.00			1					1
The View 11:00 AM 12:00 PM	DT	M-F	30	\$600.00 \$1,200.00		1			1			2
WJLA Noon News 12:00 PM 12:30 PM	DT	M-F	30	\$400.00 \$800.00	1		1					2
Anderson 3:00 PM 4:00 PM	EF	M-F	30	\$400.00 \$800.00		1		1				2
Katie Couric 4:00 PM 5:00 PM	EF	M-F	30	\$800.00 \$4,000.00	1	1	1	1	1	✓		5
WJLA 5p News 5:00 PM 6:00 PM	EN	M-F	30	\$1,400.00 \$7,000.00	1	1	1	1	1	✓		5
90% PE at LUR Per WJLA, Move to P3												
WJLA 6p News 6:00 PM 6:30 PM	EN	M-F	30	\$1,400.00 \$7,000.00	1	1	1	1	1	✓		5
90% PE at LUR Per WJLA, Move to P3												
ABC World News 6:57 PM 7:00 PM	EN	M-F	30	\$5,000.00 \$15,000.00	1		1		1	✓		3
90% PE at LUR Per WJLA, Move to P3												

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 12:49:05 PM

WJLA-TV

Page 1 of 2



# Station Order Kaine for Senate 2012

**Market:** Washington, DC

Estimate ID

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

11102

**Contact:** Susan Petro/Barbara Monares

**Phone:** 703-236-9552

**Email:** bmonares@wjla.com

**Fax:** 703-236-2341

**Direct:** 703-236-9212

## WJLA-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
ABC World News	EN	Su	30	\$1,000.00							✓ 1	1
6:00 PM 6:30 PM				\$1,000.00								
90% PE at LUR Per WJLA, Move to P3												
Sunday 6:30p News	EN	Su	30	\$800.00							✓ 1	1
6:30 PM 7:00 PM				\$800.00								
90% PE at LUR Per WJLA, Move to P3												
Wheel of Fortune	PA	M-F	30	\$3,000.00		✓ 1		✓ 1				2
7:00 PM 7:30 PM				\$6,000.00								
90% PE at LUR Per WJLA, Move to P3												
Jeopardy	PA	M-F	30	\$3,000.00	✓ 1		✓ 1		✓ 1			3
7:30 PM 8:00 PM				\$9,000.00								
90% PE at LUR Per WJLA, Move to P3												
Dancing With Star	PT	M	30	\$8,000.00	✓ 1							1
8:00 PM 10:00 PM				\$8,000.00								
Grey's Anatomy	PT	Th	30	\$10,000.00				✓ 1				1
9:00 PM 10:00 PM				\$10,000.00								
Once Upon a Time	PT	Su	30	\$6,500.00							✓ 1	1
8:00 PM 10:00 PM				\$6,500.00								
WJLA 11p News	LN	M-F	30	\$2,500.00	1	1	1	1	1	✓ 1		5
11:00 PM 11:35 PM				\$12,500.00								
90% PE at LUR Per WJLA, Move to P3												
Saturday 11p News	LN	Sa	30	\$800.00						✓ 1		1
11:00 PM 11:35 PM				\$800.00								
90% PE at LUR Per WJLA, Move to P3												
Sunday 11p News	LN	Su	30	\$1,400.00							✓ 1	1
11:00 PM 11:35 PM				\$1,400.00								
90% PE at LUR Per WJLA, Move to P3												
Nightline	LF	M-F	30	\$500.00		✓ 1		✓ 1				2
11:35 PM 12:05 AM				\$1,000.00								
<b>Station Gross Totals</b>				<b>\$103,150.00</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>2</b>	<b>4</b>	<b>56</b>

Rachael Beale

### Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastراتيجيات.com

Date/Time Sent: 5/7/2012 12:49:06 PM

WJLA-TV

Page 2 of 2

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WJLA-TV Washington, DC	<b>Date:</b> 5/8/2012
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I, Media Strategies and Research,being on behalf of: Tim Kaine, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Primaryelection to be held on Tuesday, June 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>					
The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 15, 2012			Sunday, October 21, 2012		

**Total Gross Charges: \$103,150.00**



**Media Strategies and Research**

1580 Lincoln Street, Suite 510  
Denver, Colorado 80203  
(303) 989-4700

11350 Random Hills Road, Suite 670  
Fairfax, Virginia 22030  
(703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Warren Thompson**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Tuesday, May 08, 2012

Date



Signature

***To Be Signed By Station Representative***

☐

Accepted

☐

Accepted In Part

☐

Rejected

Signature

Printed Name

Title



**Media Strategies and Research**  
1580 Lincoln Street, Suite 510      11350 Random Hills Road, Suite 670  
Denver, Colorado 80203      Fairfax, Virginia 22030  
(303) 989-4700      (703) 877-2000



Report run on:  
Selected start date & time:  
Account Group  
Account Number

05/09/2012 02:10 PM EDT  
05/09/2012 02:01 PM EDT  
WJLA  
4426215831

Report run by:  
Selected end date & time:  
Depositor  
Deposit Status

Bobby Wylie  
05/09/2012 11:59 PM EDT  
BW274356  
All

## Deposit Detail by Account Report - Allbritton Communications Co

Account Name/Number:

WJLA TV-Deposit/4426215831

(continued)

*Cont. #185926 WJLA-TV*

Number of Deposits:  
Total of Deposits Submitted:  
Total Number of Items:

1  
9

Front

MEMO  
Kaine for Senate 2012

VOID AFTER 90 DAYS

ORDER OF  
TO THE  
PAY

WJLA-TV

One Hundred Forty Thousand Eight Hundred Forty Five and 00/100\*\*\*\*\*DOLLARS

\$ \*\*140,845.00

May 08, 2012

Media Strategies & Research  
1800 LINCOLN STREET SUITE 410  
DENVER, COLORADO 80202  
DENVER 888-4750

Wells Fargo Bank, N.A.  
Denver, CO 80274  
23-7-1020

108262

Item Number 0000006

*Cont. #185931*

Front

MEMO  
Kaine for Senate 2012

VOID AFTER 90 DAYS

ORDER OF  
TO THE  
PAY

WJLA-TV

Eighty Seven Thousand Six Hundred Seventy Seven and 50/100\*\*\*\*\*DOLLARS

\$ \*\*87,677.50

May 08, 2012

Media Strategies & Research  
1800 LINCOLN STREET SUITE 410  
DENVER, COLORADO 80202  
DENVER 888-4750

Wells Fargo Bank, N.A.  
Denver, CO 80274  
23-7-1020

108250

Item Number 0000007

Back

Back

DO NOT WRITE, STAMP, OR SIGN BELOW THIS LINE

Deposited only to  
WJLA TV - DEPOSIT ONLY  
AC: WJLA

Seq. 6  
144000025  
Date: 05/09/12

Back

Back

DO NOT WRITE, STAMP, OR SIGN BELOW THIS LINE

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WJLA TV - DEPOSIT ONLY  
AC: WJLA

Seq. 6  
144000025  
Date: 05/09/12